

Amendments to the Specification

Please amend the specification as follows:

- 1) Please amend paragraph [017] of the specification as follows:

Reference will now be made in detail to the present embodiment of the invention, an example of which is illustrated in the accompanying drawings. Wherever possible, the same reference numbers will be used throughout the drawings to refer to the same or like parts. The invention relates to customer information databases. In the below discussion, the acronym “DNA” is used to describe databases, references tables and customer identifications. The term “DNA” is an acronym for deoxyribo nucleic acid, which is a genetic building block that is unique for each person. The term DNA is commonly used to refer to a unique characteristic of a person or item. The term DNA is used herein to connote a unique identification for each customer or a system that stores unique information relating to customers.